

IV. REMARKS

Claims 15-17, 23, 32, 34, 39, 41, and 45-53 are currently amended herein to clear up matters of form and more clearly define the subject matter of the invention and thereby place all of the claims remaining in the application in condition for allowance. Claims 15 and 45 were amended to clarify preamble language, which is supported at least by pages 4 and 5 of the originally filed specification in this case, and to more particularly point out and distinctly claim the invention, as will be further discussed herein below. Claims 16, 32, 34, 39, and 46, were amended to clarify that environmental performance scores may be further developed by weighting the environmental performance scores by environmental performance data components according to life cycle analysis results as well as a judgment of severity of environmental impacts. This amendment is supported at least by page 2 of the originally filed Appendix A in this case. Claims 17 and 47 are amended to include the step of licensing use of at least one of a list of top performers, a logo, and an award, which step is supported at least by the first full paragraph of page 28 of the specification. Claims 23 and 53 are amended to further specify that the ranking step includes ranking the top percentile as the best in environmental performance, which step is supported at least by claim 3 of page 33 of the specification. Claim 41 is amended to clarify that the fuel consumption component is further calculated based on vehicle configuration mileage, which clarification is supported at least by the paragraph starting with "Vehicle configuration adjusted" on page 2 of originally filed Appendix A in this case. Finally, Claims 48-52 are amended to correct improper claim dependency, as noted by the Examiner.

The specification was amended herein in the form of a substitute specification to bodily incorporate material from originally filed Appendices A and B into the specification. Also, the title was amended to more clearly represent the subject matter of Applicants' patent application. Applicants note that the length of the title is less than 200 characters in length, well within the requirement of 37 CFR 1.72, which states that the title of the invention may not exceed 500 characters in length.

A replacement set of formal drawings is submitted herewith as Appendix 3 to replace the informal drawings originally filed in this case.

Applicants respectfully assert that all claim, specification, and drawing amendments herein are well supported by the original provisional patent application filing, that no new matter was presented, and that such amendments are deemed unobjectionable. Entry thereof is respectfully requested. It is also respectfully requested that the Examiner reconsider the present application and claims as currently pending in view of the following remarks.

A. Allowable Subject Matter

Applicants' gratefully acknowledge the Examiners' indication that claims 15-57 are allowable over all prior art of record.

B. Objection to Specification

The disclosure was objected to because of an informality, wherein the Examiner has required a cross-reference to originally filed Appendices A and B. Applicants have complied with the Examiner's request. The Examiner has further required the subject matter of the Appendices to be bodily incorporated into the specification. Applicants respectfully disagree with the contention in the Office Action that subject matter is "essential" to the claims.

Nonetheless, in compliance with the provisions of MPEP 608.01(q), and 37 CFR 1.125 cited therein, Applicants enclose a "marked up" version of the substitute specification as Appendix 1 showing all the amendments relative to the immediate prior version of the specification of record, which is the originally filed specification. The text of added subject matter is shown by underlining the added text. An accompanying clean version (without markings) is also supplied as Appendix 2. Applicants note that numbering the paragraphs of the specification of record is not considered a change that must be shown pursuant to 37 CFR 1.125.

The substitute specification is being presented at this time in lieu of an extensive amendment to the specification as originally filed in an effort to present the Examiner with a document that is in compliance with the United States Patent Office rules and thereby facilitate examination of the application. Therefore, it is respectfully requested that the substitute specification be used for examination purposes of the subject application, and that the originally filed Appendices A and B be published along with the substitute specification in the patent. No new matter is presented as prohibited by 35 U.S.C. § 132. Accordingly, reconsideration and withdrawal of the objection to the specification is respectfully requested.

C. Claim Rejections under 35 U.S.C. § 112, ¶ 1

The specification appears to be objected to and claims 15-57 are rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the enablement requirement. The Office Action states that the claims contain subject matter that was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. More specifically, the Office Action states that the specification is not enabling for a method comprising a step of

estimating forecasts of sales although the step is disclosed. Applicants enclose appropriate declarations under 37 CFR § 1.132, appended herein as Appendix 4 and Appendix 5.

As a preliminary matter, Applicants' offer some clarification. The Office Action appears to be concerned about an identification, in Applicants' disclosure, of obtained forecasts being "trade secrets" and that such identification suggests that the level of complexity involved prevents one of ordinary skill in the art from discovering some kind of an algorithm. Two clarifications may be in order. First, Applicants' disclosure merely says that some manufacturers' submissions of forecasts of vehicle configuration sales to government agencies may be classified as "trade secrets" by those manufacturers. But that is not to say that Applicants' claimed step of developing a forecast is a trade secret, nor does it speak to any difficulty in developing a sales forecast. Rather, it is merely an observation that manufacturers sometimes classify their own developed sales forecasts as trade secrets. Second, Applicants' disclosure discusses the potential need to develop a database of sales forecasts, not an algorithm.

With that background, Applicants respectfully submit that the present application includes sufficient enabling disclosure for the claimed invention as a whole. Patent law does not require that the invention be explained in such detail so that even a lay person can readily practice the invention. Instead, patent law requires reasonable disclosure that enables those of ordinary skill in the art to make and use the invention¹ without undue experimentation². In fact, it is well established that the disclosure of a patent application need not be directed to the general public, or to lawyers or judges, but need only be directed to persons of ordinary skill in the art to which the invention pertains.³ The sufficiency of Applicants' disclosure

¹ 35 U.S.C. 112.

² *In re Wands*, 8 USPQ2d 1400, 1404 (CAFC 1988).

³ See *In re Nelson*, 126 U.S.P.Q. 242, 250-251 (CCPA 1960).

must be considered in this light.⁴ Thus, the present application may begin at the point where the prior art leaves off for purposes of disclosing the invention.⁵

As discussed in greater detail below, the Applicants have disclosed their invention in conformance with statutory and common law by disclosing sufficient detail of their invention to enable one skilled in the art to make and use their invention without undue experimentation when the totality of the application is reviewed having in mind the nature of the invention, the state of the art, and the relative skill of those in the art.

First, the nature of Applicants' invention is not that of a method of sales forecasting; rather it is that of a method of converting environmental data into consumer and manufacturer friendly information in which a unique and unobvious combination of a multitude of various elements are provided including a step of developing forecasts of sales of product or service configurations, and a step of developing environmental performance scores for product or service models by sales-weighting environmental performance values of environmental data components by the forecasts of sales. This combination is directed at solving the deficiencies in prior art environmental performance reporting, i.e. to enable ranking of products or services to identify top performers of product or service models in product or service utility classes. Thus, the nature of Applicants' invention is not one of merely estimating forecasts of sales; rather it is one of enabling manufacturers and consumers to benefit from quantifiable, sales-weighted scoring at a product or service model level to enable truthful and substantiated environmental marketing at a product or service model level. Finally, many of the problems that arise under the enablement requirement are in the so-called unpredictable arts. In the

⁴ *Id.*

⁵ See *Webster Loom Co. v. Higgins*, 105 U.S. 580 (1881).

present case, the technology is within a relatively predictable art, as distinguished from the relatively unpredictable arts of biotechnology or chemistry.

Second, a sales forecast is a known commodity readily available for purchase in the marketplace and, in and of itself, is a single step well within the prior art.⁶ And while there may be nothing unique about a step of forecasting sales, in and of itself, it is the unique and nonobvious combination of this step with other steps that renders Applicants' invention patentable. The enablement requirement does not require that a patent application teach how such a prior art sales forecast works, only how to make and use the invention claimed. The present specification teaches how to make and use the invention in conjunction with a sales forecast. The present specification clearly teaches how to use a sales forecast as part, and in the practice, of the invention, regardless of how one chooses to develop the sales forecast.

Third, the relevant art is processing of environmental technical data for conversion into more meaningful environmental information, and the skill level in this art is relatively high. People of ordinary skill in this art minimally have a bachelor's degree in one or more of business, engineering, and science, and often have a masters or Ph.D. degree in environmental science or engineering.⁷ Skilled artisans typically have at least 10-20 years of experience.⁸ A skilled artisan would readily recognize that sales forecasts may be developed in a variety of ways, including obtaining them directly from a manufacturer or indirectly from a government agency based on manufacturer submissions, by estimating them "in house", or by outsourcing the estimation to an econometric firm or the like to provide the forecast. In

⁶ Please see ¶¶ 9-11 of the accompanying declarations.

⁷ Please see ¶ 7 of the accompanying declarations.

⁸ Please see ¶ 7 of the accompanying declarations.

other words, sales forecasts are basically a commodity, readily available from government, manufacturers, or third parties.⁹

In conclusion, one skilled in the art, when reviewing the detailed description of the present invention, would be able to make and use the present invention without undue experimentation because the invention is directed to a novel and unobvious arrangement of elements, varying in ways from known elements which are retrospectively apparent from such known elements only from Applicants' disclosure. There is considerable direction and guidance in the specification to enable those of ordinary skill in the art to replicate Applicants' invention, there is a high level of skill in the art at the time the application was filed, and the sales forecast step of the invention is well known. Applicants respectfully assert that it is unnecessary to teach how a prior art step works such as a sales forecast step. Accordingly, reconsideration and withdrawal of the rejection of claims 15-57 under 35 U.S.C. § 112, first paragraph is respectfully requested.

D. Claim Rejections under 35 U.S.C. § 112, ¶ 2

Claims 15-57 were rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicants regard as the invention. More specifically, the recitation of "presenting an award" was deemed unclear. While Applicants are of the opinion that claims 15-57 are in fact definite and clear, Applicants have amended the claims to further clarify the claimed invention as suggested by the Examiner. Claims 46-57 were also rejected based on an improper claim dependency. The dependency of the claims has been corrected.

⁹ Please see ¶ 10 of the accompanying declarations.

Applicants assert that no new matter has been added, that the claims particularly point out and distinctly claim the subject matter that Applicants regard as the invention, and that the amended independent claims as well as the claims depending therefrom are allowable. Accordingly, reconsideration and withdrawal of the rejection of claims 15-57 under 35 U.S.C. § 112, second paragraph is respectfully requested.

E. Claim Rejections under 35 U.S.C. § 101

Claims 15-57 were rejected under 35 U.S.C. § 101 as lacking patentable utility, because the language in the preambles of independent claims 15 and 45 reciting a method of sustaining the environment was taken as an incredible allegation. While Applicants are of the opinion that Applicants' methods will encourage consumers to purchase more environmentally friendly products and services, thereby at least sustaining if not improving our environment, Applicants have amended the claims to further clarify the subject matter of the claimed invention. Specifically, the recitation of sustaining the environment was removed. Reconsideration and withdrawal of this rejection is respectfully requested.

Claims 15-57 were also rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter because the claims allegedly do not provide a useful, concrete, and tangible result or because the claims do not involve a specific application of technology in any non-trivial manner. While Applicants are of the opinion that Applicants' claims do in fact provide a useful, concrete, and tangible result and do involve a specific application of technology in a non-trivial manner as written, Applicants have amended the claims to further clarify the subject matter of the claimed invention.

Applicants' claims 15 and 45 involve a specific application of technology in a non-trivial manner. Applicants' claims 15 and 45 recite data processing methods for converting

data in a relatively complex and useless form to consumers, to valuable information that is meaningful and readily understandable to consumers.

In any event, Applicants' claims 15 and 45 provide a useful, concrete, and tangible result. Applicants' claims 15 and 45 recite data processing methods for converting environmental performance data into meaningful and readily understandable information for use by consumers as an aid in selection of a product or service for purchase and by manufacturers to facilitate awareness and consideration of their products or services through advertising. A skilled artisan would recognize that these claims provide the definitive, useful, concrete, and tangible end result, attributable to the execution of the claimed method steps, in the form of consumer information – namely, identified top environmental performers of product or service models within product or service utility classes that consumers can act on in making product or service purchasing decisions. Additionally, there is a material characteristic difference between relatively useless (to a consumer) complex environmental data that is available before the execution of the method steps, and a relatively more meaningful and readily understandable top performer identification that is available to consumers only after the execution of the method steps. Finally, like the allowed and issued Beldock patent cited in the Conclusion of the Office Action, the use of Applicants' methods by consumers and/or manufacturers has value in the marketplace and identifies top performing models of products or services with respect to environmental concerns. Accordingly, like the Beldock patent, Applicants' claims 15-57 should be considered to be directed to statutory subject matter.

Applicants respectfully assert that claims 15-57 have patentable utility and are directed to statutory subject matter. Accordingly, reconsideration and withdrawal of the rejections of claims 15-57 under 35 U.S.C. § 101 is respectfully requested.

V. CONCLUSION

In view of the foregoing remarks, the Applicants respectfully submit that the pending independent and dependent claims are in proper form, define patentably over the cited references, and are all allowable. Applicant, therefore, respectfully requests that the Examiner's objections and rejections under 35 U.S.C. § 101 and 112 be reconsidered and withdrawn and that a formal and timely Notice of Allowance of the application be issued.

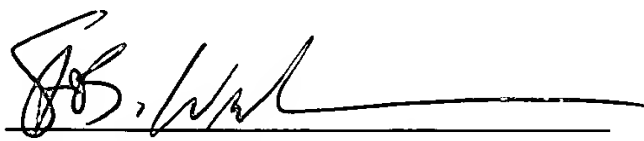
The references made of record but not relied on, namely Beldock, have been reviewed with interest. It is respectfully submitted that the present invention defines patentably thereover.

If the Examiner has any questions with respect to any matter now of record, the Applicants' attorney may be reached at the telephone number below. Please grant any required extensions of time and charge any fees due in connection with this request to deposit account no. 50-0852.

Respectfully submitted,

REISING, ETHINGTON, BARNES, KISSELLE, P.C.

Date: 1/24/05

By 
Steven B. Walmsley
Registration No. 48021
P.O. Box 4390
Troy, Michigan 48099-4390
(248) 689-3500

V. CONCLUSION

In view of the foregoing remarks, the Applicants respectfully submit that the pending independent and dependent claims are in proper form, define patentably over the cited references, and are all allowable. Applicant, therefore, respectfully requests that the Examiner's objections and rejections under 35 U.S.C. § 101 and 112 be reconsidered and withdrawn and that a formal and timely Notice of Allowance of the application be issued.

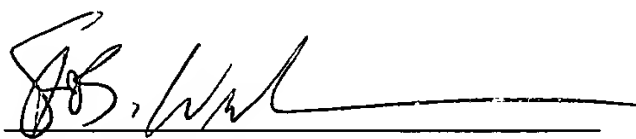
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By 
Steven B. Walmsley
Registration No. 48021
P.O. Box 4390
Troy, Michigan 48099-4390
(248) 689-3500

III. AMENDMENTS TO THE DRAWINGS

In accordance with 37 CFR 1.121, Applicants have enclosed herewith, a replacement set of formal drawings to replace the informal drawings originally filed in this case and that comply with 37 CFR 1.84. Please replace the informal drawings currently on file in this application with the formal drawings and make them a part of the record of this application. Please let us know if the formal drawings are not acceptable for any reason. No new matter is presented and entry and approval of the replacement drawings is, therefore, respectfully requested.

Attachments: Appendix 3 – drawing replacement sheets

COMMUNICATION SYSTEM AND METHOD
FOR SUSTAINING THE ENVIRONMENT BY USING THE
INTERNET
CONVERTING PRODUCT OR SERVICE ENVIRONMENTAL
5 PERFORMANCE DATA INTO INFORMATION USEFUL
TO CONSUMERS IN SELECTING A PRODUCT OR SERVICE AND
TO BUSINESSES IN FACILITATING AWARENESS AND
CONSIDERATION OF THEIR PRODUCTS OR SERVICES
10 CROSS-REFERENCE TO SUBMITTED APPENDICIES

The following documents have been filed as
appendices to the present application, and are
incorporated by reference herein in their
15 entireties:

Appendix A: "Car/Truck Brand/Model
Awards, 2001 Model Year Criteria Description"; and
Appendix B: "Evaluating the
Environmental Performance of Passenger Vehicles".
20

CROSS-REFERENCE TO RELATED APPLICATION

This application claims priority from
Provisional Application No. 60/151,827, filed
25 September 1, 1999, entitled "Communication System
and Method of Using the Internet", which is
incorporated by reference.

FIELD OF THE INVENTION

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This invention relates to information
processing and dissemination using the Internet.

More particularly, it relates to processing of environmental technical data relating to an industry to convert it into more meaningful information for persons and organizations related
5 to the industry and making the meaningful information available to them through the Internet and other media.

BACKGROUND OF THE INVENTION

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This invention addresses a longstanding need in industry for improved environmental related communications between a business entity and the public which, of course, includes prospective
15 consumers of the products or services offered by the industry. The use of the Internet provides a new and creative approach that enhances the effectiveness of this invention above the traditional use of other media. This approach
20 often entails communications with organizations such as special interest groups, consumer advocate groups, the media, organizations such as retailers in the relevant channels of trade and the like. As used herein, the term "industry" includes any
25 branch of trade, business, manufacture, service provider, agriculture, labor union, whether profit or non-profit, such as the automobile industry, telecommunications industry, health care industry, educational organizations, etc.

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The federal and state governments have promulgated regulations intended to sustain the

environment by requiring industry, especially the automotive industry, to meet specific standards in product performance and in certain aspects of manufacturing operations. This has resulted in
5 complex laws and regulations pertaining to air pollution and fuel consumption which tend to be somewhat arbitrary and inconsistent with the demands of the market place. The results are not effectively communicated to the consumer for
10 serving as an aid in selection of a new vehicle. The governmental approach to sustaining the environment leaves much to be desired and lacks any element of a market-driven system.

15 The annual publication "*ACEEE's Green Book*" (*hereafter Green Book*) by the American Council for an Energy-Efficient Economy, Washington, D.C., lists certain ratings for detailed vehicle descriptions in respect to environmental
20 performance. The rating system used for the publication is not compatible with industry or consumer needs.

 The *Green Book* reports a "Green Score" on a
25 scale from zero to 100 for certification vehicle configurations used by the government to determine compliance with applicable standards. The vehicles are grouped by class, i.e. type of body style, such as midsize car, minivan, standard
30 pickup and so on. A summary of ratings indicating the top-rated certification vehicle configurations in each class is tabulated using five symbols

based on a certification vehicle configuration's rank within its class. The tabulation also shows the Green Score for each of the certification vehicle configurations. The Green Score is based
5 on official emissions and fuel-economy test results, other specifications reported by automobile manufacturers.

The *Green Book* rating and reporting of the
10 environmental performance of certification vehicle configuration is not a market-driven system for sustaining the environment because it is not compatible with the way auto manufacturers advertise and sell their products or the way
15 consumers gain awareness. The consumer and manufacturer focus is at the brand/model level not the certification vehicle configuration level. The creation of the environmental performance ratings in a timely manner at the brand/model
20 level, rather than the certification vehicle configuration level is a non-trivial matter.

The *Green Book* is released half way through the model year thereby limiting its impact to
25 those buyers in the later half of the model year. In most cases a consumer can not order a vehicle based on the way the *Green Book* describes them. According to the *Green Book*, the only way the a customer can be sure they are considering a
30 vehicle the *Green Book* has rated is to lift the hood of the actual vehicle under consideration and check the emissions compliance label physically

installed on the vehicle. In general, the information in the *Green Book* is as complicated as the government regulations that generated the certification data used in the ratings.

5

SUMMARY OF THE INVENTION

This invention provides a method of developing and communicating information regarding the products of a selected industry. The method implements a market-based system for sustaining the environment by using the Internet. The method facilitates the acquisition of environmental performance data relating to products of the industry and the processing of it to develop information meaningful and readily understandable by consumers of the products. According to the invention, information relating to an industry is developed and disseminated through the Internet by an independent business entity herein referred to as a "facilitator". This invention is useful in a variety of industries; however, it will be described herein with regard to the automotive industry as an illustrative example.

25

This invention comprises a method of consolidating environmental performance data on cars and light trucks in an easy-to-understand and industry compatible manner for use by: (1) the consumer in the process of selection of a vehicle for purchase, (2) the vehicle manufacturers to facilitate consideration and awareness of their

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products through advertising, (3) the vehicle manufacturers to assess their relative environmental position in the market place and develop plans for any needed change, (4) the e-commerce automotive information/buying services (hereafter e-commerce automotive businesses) to provide relevant comparative data to aid their customers in selecting a vehicle for purchase. A critical element of the invention is the use of a computer network, e.g. the Internet, as a means to transmit information and to establish links and relationships among parties having related interests in the industry. This allows business to be conducted electronically, i.e. e-commerce, to compensate the facilitator. Further, the environmentally sensitive manufacturers and the environmentally sensitive products will be recognized by presentation of awards.

20 The method of this invention involves communication with business entities within the selected industry and with potential consumers, purchasers of products or services, related industries and government. For example, when the method of the invention is applied to the automotive industry, the facilitator of the method would furnish the names of the manufacturers and products which are recipients of the awards to the following for their respective purposes, as follows:

Automotive buyers - as a meaningful and understandable rating of environmental sensitivity of different models of vehicles to aid their purchase decision,

5

Automotive manufacturers - as a means to facilitate differentiating their offerings on an environmental performance basis from a creditable third party,

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E-commerce automotive businesses - as a means to provide consumers with environmental performance information to aid their automotive comparison and purchase decision.

15

Government agencies - as a viable market based contribution to environmental protection,

Special interest groups (Sierra Club, Environmental Defense Fund, etc.) - as a viable market based contribution to environmental protection,

20

Media - as a reinforcement of positive environmental activities by government and industry, and

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Wall Street/Insurance Industry - as a means to identify top environmentally sensitive, socially responsible companies.

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A general objective of this invention is to provide a market-driven method of environmental performance communication by an industry, via the Internet and other media, with the public, 5 potential consumers and others to provide easy-to-understand ratings of products or services in relation to environmental sensitivity. These ratings are based upon objective standards and developed by a credible source independent of the 10 manufacturer or service provider. In a preferred implementation of the method of this invention, the ratings developed are symbolized by physical awards given periodically for the highest rated products or services and for the highest rated 15 manufacturer or service provider.

According to the invention, a market-based system for sustaining the environment is carried out by using the Internet as follows:

- 20 (a) selecting an industry from a group of industries having needs for improved environmental communications and marketing for its products,
- (b) identifying a class of products manufactured 25 by the selected industry (e.g., car and light-truck) from which consumers may choose a product for purchase and for which consumers may desire to have environmental

- performance information to consider as a factor in selecting a product for purchase,
- (c) establishing a new e-commerce company for evaluating the individual products of said class of products in respect to the environmental performance of each individual product, said company being independent of the members of the selected industry.
- (d) said e-commerce company developing an objective environmental performance rating system based upon a rating algorithm driven by quality assured data,
- (e) obtaining said data from government sources and private sector sources,
- (f) developing the virtual business relationships supporting the marketing services (e.g., award fabrication, logo merchandise, point-of-sale displays, consulting, etc.) offered by the said e-commerce company,
- (g) processing the data into ratings in accordance with said algorithm to identify the products which are the most environmentally sensitive,

- (h) and presenting physical awards in
recognition of the most environmentally
sensitive products to the manufacturers of
those products,
- 5 (i) establishing web site to communicate the
rating system and the top environmental
performers (award winners) to consumers and
other stakeholders,
- (j) said e-commerce company facilitating the
10 promotion of the results of said
environmental performance evaluation in
accordance with said ratings by companies
winning the awards and e-commerce automotive
businesses to communicate to consumers and
15 other stake-holders, via the Internet and
other media identification of the products
which are the most environmentally
sensitive,
- (k) whereby consumers, having an unfulfilled
20 need to sustain the environment, are enabled
to select and buy an award winning product
that is among the top environmentally
sensitive products of the available products
and companies offering such products achieve

increased sales and profits and are
encouraged thereby to develop and sell new
products that are more environmentally
sensitive,

5 1) and whereby the environment is improved
because more environmentally sensitive
products are purchased and developed instead
of less environmentally sensitive products,
thereby establishing a market-driven, as
10 opposed to government regulated, approach to
improving the environment.

A complete understanding of this invention
may be obtained from the detailed description that
15 follows taken with the accompanying drawings.

DESCRIPTION OF THE DRAWINGS

Figure 1 is a functional block diagram of the
20 business process of this invention;

Figures 2A and 2B show an example of
segmentation of the automotive market;

25 **Figure 3** shows example of the listing of the
AMES Award winners;

Figure 4 shows communication flow between the
facilitator, the industry and organizations
30 relevant to the industry;

Figure 5 is a diagram illustrating the synergism of the inventive system; and

5 **Figure 6** is a diagram illustrating how a market-based system works.

BEST MODE FOR CARRYING OUT THE INVENTION

10 Referring now to Figure 1, there is shown an illustrative embodiment of the invention as applied to the automotive industry. The invention is a method of processing information and data, converting it to a simple format compatible with
15 the industry and meaningful to consumers and other users, and disseminating it, via the Internet and other media, to such users. It will be understood as the description proceeds that the invention may be implemented in different ways and is useful in
20 a wide variety of other applications.

GENERAL DESCRIPTION

25 In accordance with this invention, an individual or a company, say the Environmental Performance Research Institute (hereafter EPRI), serves as a facilitator in selecting an industry based on the industry's need to improve both its environmental communication and environmental
30 marketing practices. For example, say the automotive industry was selected. EPRI then determines which product or service

characteristic(s) would benefit from a third party simplification and Internet consumer notification program. An e-commerce subsidiary company, say amesaward.com (hereafter AMES), is formed by EPRI
5 to implement the program. As the "implementor", AMES objective is to improve the communication of the industry and members of the industry with the public and also with organizations, government agencies, and special interest groups related to
10 or concerned with the industry. AMES would provide a comparative, easy-to-understand means to communicate to consumers and other stakeholders, via the Internet, the automotive brand/models that are the most environmentally sensitive. It is
15 well-known that certain industries are held in somewhat low esteem by the public as well as by certain government agencies and special interest groups with regard to industry activities which have a deleterious effect on the environment.
20 With respect to the automotive industry, such activities include the manufacture and sale of products which result in noxious emissions into the atmosphere, waste disposal and consumption of natural resources.

25

As noted above, the automotive industry will be taken as an example industry in the description of this invention although it is only one of several which might be served by this invention.

30

The automotive industry has had widespread attention, in regard to the environment, by

special interest groups and governmental agencies as well as the general public for many years. It has been subject to government regulations, both state and federal, in respect to air pollution by engine exhaust gases and evaporative emissions. At the present, the federal government through the Environmental Protection Agency (EPA) and the Department of Energy (DOE) imposes strict standards on the sale and performance of all light duty vehicles with respect to gas mileage and in respect to noxious components in engine exhaust gases and evaporative emissions. The compliance with federal regulations, for example, and the determination thereof involves highly technical and complex procedures and nomenclature. Although publications are available to the public which give detailed information on the requirements of and compliance with the federal regulations, they are difficult, if not impossible to understand by the layman.

It is also recognized that the automotive industry has an impact on the environment by reason of its voluminous use of materials such as metals and plastics. The content of recycled materials in new products could be considered as a measure of a manufacturer's environmental sensitivity. At present, recycling is of great concern, not only to the manufacturers, but also to regulatory agencies, special interest groups and consumers.

The environmental sensitivity of a vehicle manufacturer in regard to recycling materials, as practiced in its overall vehicle production and as practiced with respect to individual models, is
5 not regulated by governmental agencies and credible information is, practically speaking, unavailable to the public.

As a result, the person who desires to buy a
10 new car cannot obtain useable information for identifying the manufacturers and car models which are highly rated for environmental sensitivity.

Before data collection begins, AMES segments
15 the industry into comparable product or service groups that consumers typically consider in their purchase decision. For example in the automotive industry, product offerings could be categorized into eight car (subcompact, compact, mid-size,
20 full-size, premium, luxury, sporty, and sports) and seven light truck (minivan, full-size van, compact pickup, full-size pickup, compact SUV, mid-size SUV, and full-size SUV) vehicle utility classes (hereafter VUC). This invention provides
25 consumers looking for a specific vehicle utility with an opportunity to learn which product offerings in a VUC are the most environmentally sensitive. An example of the automotive market segmentation is shown in Figure 2.

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According to this invention, the public interest is served by converting highly technical

data (which is available from the automotive manufacturers, EPA and DOE on environmental sensitivity but which is not understandable to the layman) and developing it into a meaningful rating
5 or ranking of each manufacturer and/or each brand/model of vehicle on the basis of environmental sensitivity. In this process, AMES obtains all needed technical data from EPA and DOE under the provisions of the *Freedom of Information*
10 Act for air pollution and fuel consumption. Such data is certified to the government as to accuracy by the manufacturers. AMES obtains all necessary technical information in regard to materials recycling from manufacturers who chose to
15 voluntarily submit the information. To verify its accuracy an independent audit is made of the records of each automotive company by an independent auditor engaged by AMES.

20 AMES analyzes the technical data regarding air pollution, fuel consumption and recycling of materials for each manufacturer and each vehicle model for the period under consideration, such as the annual model year. AMES processes the data in
25 a manner to quantify, by numerical values, the environmental sensitivity of each manufacturer and each brand/model.

The determination of environmental
30 sensitivity for each manufacturer may aggregate environmental performance of all its brand/models as well as other automotive Life Cycle Assessment

(hereafter LCA) considerations. Suitably, the manufacturer with the highest ranking and hence is designated as "Best". Manufacturers may also be segmented into classes based on their breadth of product offerings (e.g., Full Line, Focused Line or Specialty Line).

The various brand/models from all manufacturers are segmented into VUC as described earlier and the brand/models within each VUC are also ranked. The brand/models which are in the uppermost tier of ranking are recognized by awards, such as trophies or plaques. Thus, awards are presented to manufacturers for overall environmental sensitivity and awards are also given to brand/models for environmental sensitivity. Typically, the top manufacturers and the upper quartile of brand/models in each VUC would be presented with awards while manufacturers and brand/models with lower ranking would not be publicized. An example of a listing is shown in Figure 3.

SPECIFIC DESCRIPTION OF THE METHOD OF THIS INVENTION

The manner in which this invention is carried out will be set forth below with reference to the automotive industry as the exemplary application of the invention.

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|

In putting the invention into practice, a company, not a member of the industry, but a member of the e-commerce industry, is established or identified by the facilitator who undertakes to
5 implement the method. In this case the facilitator is called the EPRI and the e-commerce company is called AMES both of which include personnel with expertise in the automotive industry.

10

The business process steps involved in the communication, marketing and environmental performance ranking system are provided below. The sequence is not to be taken as a required
15 sequence of performance of the steps. Further, the description of a step in the listing below indicates that it should be considered for implementation but does not indicate that it is essential to the successful implementation of the
20 method.

25

The following steps are shown in Figure 1 and are identified therein by reference numbers which are the same as the step numbers given below.

Step 1 - Formation of a Facilitator Company

As discussed above, the EPRI serves as a facilitator for selecting an industry, identify
30 product characteristics that benefit from application of this method and establishing an e-

commerce business subsidiary that implements the
method.

|

Step 2 - Industry Selection by the Facilitator

The facilitator, EPRI, identifies a need in the relevant industry, in this case, the automotive industry, for improved environmental communications and environmental marketing to the consumers of its products and organizations having an interest in the industry. The facilitator identifies which field of activity by the industry gives rise to the need for improved communications and marketing. For example, the environmental performance of passenger cars and light-duty trucks as it effects the air quality, the threat of global warming, consumption of landfill space, and contamination of surface and ground water.

Step 3 - Identify Environmental Product Characteristics

The facilitator then identifies criteria such as vehicle emissions, fuel economy and recycled material content which are of special concern but not communicated or marketed in a meaningful consumer friendly (i.e., readily understandable by consumers) manner to potential customers and the public. The criteria are based on accepted industry environmental impact analysis tools, such as Life Cycle Assessment.

Step 4 - Establish an e-commerce Business

The facilitator establishes or selects an independent, third party e-commerce business subsidiary to implement the remainder of this method for the industry. The subsidiary (the implementor), in this case AMES, will complete the technical assessment of environmental product characteristics and implement the remaining steps in the business process. It is necessary for the staffing of the subsidiary to have relevant industry experience in the industry selected. See Step 7A for additional comments.

15 Step 4A - Develop a Product Segmentation Approach Within an Industry

In general, consumers shopping for products and/or services will do so by the utility that product and/or service provides. In this example, AMES has grouped cars and light trucks into VUC that have similar utility and are generally considered as competitors in the marketplace. This grouping or segmentation of the market allows essentially apples-to-apples comparison of the environmental performance of brand/models that provide the consumer similar utility.

|

**Step 5 - Develop an Algorithm for an Environmental
Performance Rating System**

AMES, in this example, determines a
5 communication format which will be readily
understandable by the public and consumers.
Further, AMES develops an algorithm for
translating the existing available data and
establishes unique databases that will allow the
10 algorithm to yield a specific numerical score for
a brand/model or manufacturer. The end result is
a rating of the products or services of the
industry. In this step of the process it may be
necessary to establish both an algorithm for
15 generating numerical ratings and a criteria for
evaluating the ratings and transforming the
ratings into rankings. See Appendix A (3 pages)
for the criteria established for the automotive
industry example.

20

**Step 5A & B - Decide if it is Necessary to Develop
Database(s) and Develop the Database(s)**

It may be necessary to develop proprietary
25 databases to support the rating system. In the
case of the automotive industry it was necessary
to develop forecasts of vehicle configuration
sales for the applicable model year to a level of
detail only available through manufacturers and in
30 manufacturers' submissions to government agencies
classified as, "trade secrets" by the industry.
If the manufacturers chose not to share

information with AMES and if such databases are required, the subsidiary will have to develop the necessary processes to generate the database(s).

5 **Step 5C - Develop Technical Paper**

As a preferred step in the process (may not be necessary in all cases), a technical paper that supports the rationale for the rating algorithm
10 may help in gaining industry and other stakeholder acceptance of the rating system. In the automotive example, a paper entitled, *Evaluating the Environmental Performance of Passenger Vehicles*, see Appendix B (26 pages), was
15 developed. The development of a paper serves as a means to solicit concept and peer review of the rating algorithm and its associated weighting factors. In addition, it opens a dialogue with stake-holders and facilitates their input into the
20 rating system and implementation process.

Step 6 - Establish Virtual Business Relationships

As a communication and marketing e-commerce
25 business it is necessary to establish support activities that provide the services necessary to implement specific aspects of the business process. In the automotive example it was necessary to establish virtual services for public
30 relations, graphic arts, Web site development and hosting, legal services, marketing materials, technical consultant, award fabrication,

merchandising services and other business support activities. The process establishes these support services on a virtual basis to minimize costs and maximize efficiencies of the business entity.

5

Step 7 - Develop and Implement Communication Plans

Both a business-to-business and a third party-to-consumer communication plans need to be developed and implemented to gain acceptance for the rating system and recognition for its marketing and societal benefits. In the automotive example the plans would be developed and implemented in concert with a public relations firm. This would be considered both a launch and ongoing sustaining activity for the business entity.

Step 7A - Utilize Industry Accepted Protocols

20

As a supplement to the communication plans, it is necessary to learn and utilize industry-accepted protocols for the industry selected. In the automotive example it was necessary to utilize protocols such as peer review in the technical community, Auto show press preview schedules, Federal Register promulgation of applicable regulations and rules, industry sources for identification of e-commerce automotive businesses, EPA, DOE and CARB contacts, Non-Government Organizations, academic contacts, Federal Trade Commission guidelines on

25
30

environmental claims, research of market trends sources and contacts at automotive manufacturers. Members of the AMES would have extensive industry experience that allowed the implementation of this
5 process step. Establishment of e-commerce business entity in Step 4 must highly weigh this step in the selection or creation of the subsidiary.

10 **Step 7B - Execute a Web Site**

It is necessary to design and execute a Web site that communicates the environmental performance awards to the public and in particular
15 to automotive consumers. The site serves as the central communication tool to gain recognition and acceptance for the awards and protect the intellectual property of the results of this business process. It may disclose the manner in
20 which the award program operates to be of service to the consumer and the public in general by providing validated information that is not controlled by the industry or its members. It also serves as a portal to affiliated business
25 enterprises that both support the service and utilize the service in their respective offerings.

Step 7C - Link Web Site to Licensees

30 By providing a link from the implementor's Web site, to the Web site of the licensees, the implementor (Ames in the automotive example)

provides a safe harbor for claims made by manufacturers that they have won environmental performance awards. In addition, linkages provide an objective third party endorsement of the award winners, which can be used in promotional activities. Importantly, linkages provide the contractual framework in which the usage of the awards can be controlled to maintain their effectiveness in influencing consumer preferences to purchase environmentally sensitive products.

Step 8 - Gather Data and Identify Top Performers

Data is secured using electronic transfer of information to maximize efficiencies and eliminate errors and omissions. The information is processed utilizing the rating algorithm and award criteria into rankings that identify the top environmental performers and award winners. Quality control techniques are employed to assure the accuracy of the calculations.

Step 9 - Facilitate Promotional Activities

The results of Step 8 are announced first to the appropriate winners to provide lead time for public announcements by them and then simultaneously posted on the Web site, submitted for copyright protection and announced in copyright format to the public in a media press release. Winners are consulted to facilitate the promotional activities that will generate

awareness, consideration and purchase preference. The winners that capitalize on the unfulfilled needs of a consumer base that seeks environmentally sensitive brand/models offerings
5 will accrue increased market share and profits.

Step 9 - Revise Process Implementation

A, "lessons learned", "root cause analysis"
10 and corrective actions are performed to improve the next cycle of implementation.

Synergism of the Communication Method

15 It will now be appreciated that AMES, has established a multi-party interactive network for communication with regard to the environmental sensitivity of the passenger cars and light trucks and the manufacturers as a whole. This network of
20 communications is shown in Figure 4.

AMES as implementor of the communication system selects and processes data and information from various sources including the industry
25 members and governmental agencies in regard to environment performance matters. AMES analyzes the data and information and, in accordance with a predetermined algorithm, develops ratings of vehicles and manufacturers in respect to
30 environmental sensitivity. AMES presents physical awards in accordance with the ratings and promulgates information via the Internet in

respect to the higher tier of the ratings and awards.

In the communication network, AMES posts the
5 results of its rankings on its Web site on the
Internet. AMES has direct communication with
government agencies such as the EPA and the DOE as
well as certain state agencies. It also has
direct communication with special interest groups,
10 such as the Environmental Defense Fund, Union of
Concerned Scientists, etc. and with Internet
information services, such as The Kelly Blue Book,
autobytel.com, edmunds.com, etc. all of whom have
Web sites on the Internet. Also, AMES has direct
15 communications with the media in respect to press
releases regarding the AMES Award winning
products. There is also direct communication with
Wall Street, especially with the auto industry
analysts, because of the impact of the degree of
20 social consciousness of companies listed on the
stock exchange. There is also direct contact with
the insurance industry because rapid changes in
the normal weather or environmental quality have
an influence on their business. AMES also
25 maintains a constant dialog with the vehicle
manufacturers and e-commerce information and
buying services to receive feedback on AMES
segmentation of the market, licensing of the
awards and other matters. The communication among
30 and interaction among AMES, vehicle manufacturers,
the public and other organizations is realized in
many respects through Web sites on the Internet.

As shown in Figure 5, each of the participants realizes benefits which arise from the activities of the others in the network and each contributes something by way of information processing and communication to others in the network and to the public. Prospective purchasers of cars or trucks gain helpful information at no cost and the sales of environmentally sensitive vehicles are enhanced by the system.

AMES, as the implementor of the system, is compensated for its services by licensing fees assessed to manufacturers for advertising and promotional use of the AMES logos and the AMES Awards. Manufacturers realize increase market share and profits by promoting and advertising their AMES Award winning brand/models.

The e-commerce information and buying Web sites on the Internet are also a source compensation for AMES by licensing the use of the AMES Award winners list, logo and Award that provides their customers with important environmental performance information and reinforcement of a third party validation to facilitate their purchase decision. The e-commerce Web sites gain incremental visitors, revenue and profits from consumers fulfilling their need to contribute to sustaining the environment.

The environment benefits from the system in that vehicles that have a lesser impact on the environment comprise a large percentage of new vehicles sold.

5

The government agencies and special interest groups and information services realize benefits from the system along with the media, Wall Street, and insurance companies. Thus, it can be said that the communication system of this invention is synergistic in the sense that the beneficial results achieved by the interaction of the group of participants in the system is greater than the sum of the results of the individual participants.

15

CONCLUSION

Although the description of this Internet based invention has been given with reference to a particular embodiment, it is not to be construed in a limiting sense. Many variations and modifications of the invention will now occur to those skilled in the art of developing a market based initiative, see Figure 6, to contribute to sustaining the environment. For a definition of the invention reference is made to the appended claims.

25

BODILY INCORPORATED APPENDIX A

General Note: These criterion are based on a life-cycle-analysis methodology that sales weights vehicle configuration or model type emission certification levels, fuel economy ratings and use of recycled material content into a brand/model Automotive Market Environmental Sensitivity (AMES) index score used to rank the brand/models in fifteen vehicle utility classes (VUC, see Appendix A and Appendix B). Awards are provided for: "Best" performance- AMES BEST (VUC) AWARD™ and top quartile performance- AMES PREFERRED (VUC) AWARD™. This allows the consumer to prioritize their shopping by brand and model name, the most recognizable nomenclature in the marketplace today.

Pollution Prevention

A Pollution Prevention Index (PPI), which is the sales-weighted average of the certification levels within each brand/model offering, is determined as follows:

Vehicle configuration (i.e., "model type" using the regulatory nomenclature) sales¹ percent within the brand/model multiplied by the applicable certification value (see below) and rounded² to the nearest tenth. The certification levels corresponding to the certification values

are as described in the US EPA Office of Mobile
Sources publication EPA 420-B-98-001 and State of
California Air Resources Board Proposed California
Motor Vehicle Emission Control and Smog Index
Label Specifications dated 6/1/99:

	<u>Certification Value</u>		
	<u>Certification Level</u>		
	<u>Gas</u>	<u>Diesel</u>	
10	10.9	0.0	FTP Tier 1/LDT4
	18.2	7.2	FTP Tier
	<u>1/LDT2/LTD3</u>		
	26.4	15.4	FTP Tier 1
	28.5	23.8	FTP TLEV
15	31.6	31.6	FTP LEV
	39.0	39.0	FTP ULEV
	40.7	40.7	FTP LEV II
	43.3	43.3	FTP SULEV

Non-specific Propulsion
FTP ZEL 50.0
Range of ratings = 0.0 - 50.0

Notes: ¹ Sales volumes as submitted to EPA
with the Manufacturer's Application for
Certification (see 40 CFR Part 86) or projections
developed by amesaward.com.

² Using the procedure and/or
definitions described in Microsoft Office 98 Excel
default rounding procedures.

Energy Efficiency

An Energy Efficiency Index (EEI), which is the sales-weighted average combined city and highway fuel economy for the brand/model scaled to this criteria, is determined as follows:

Vehicle configuration adjusted (see DOE/EPA MY1999 Fuel Economy Guide, page 1 note) fuel economy (see Appendix C for electric vehicle MPG equivalents) harmonic sales weighted into an average city/highway (55%city/45%highway) brand/model fuel economy adjusted to fit the fuel economy range in the DOE/EPA MY2001 Fuel Economy Guide multiplied by 40 to scale to the PPI rating and rounded² to the nearest tenth ($EEI = 40 \{1/M_1 - 1/M_x\} / \{1/M_1 - 1/M_2\}$ where M_1 = lowest mileage in 2001 FE Guide {combined TBD mpg}; M_2 = highest mileage in 2001 FE Guide {combined TBD mpg}; and M_x = sales weighted combined mileage of the brand/model).

Range of ratings = 0.0 to 40.0

Recycled Material Content

A Recycled Content Index (RCI), which is the sales-weighted percent of curb weight that is comprised of recycled material for a brand/model scaled to this criteria, is determined as follows:

Vehicle configuration by fraction of curb weight of the use of recycled materials (post consumer or post industrial recycled materials) sales¹ weighted into an average brand/model multiplied by 10.0 to scale to PPI rating and rounded² to the nearest tenth (100% recycled material content = 10.0). Lack of an industry accepted protocol for reporting this information precludes the use of the RCI for the 2001 model year.

Range of ratings = 0.0 to 10.0

Brand/Model Award

Each brand/model within a vehicle utility class has established an Automotive Market Environmental Sensitivity Index (AMESI) which is the summation of adding the Pollution Prevention Index, the Energy Efficiency Index and the Recycled Content Index (in future model years) together and comparing their AMESI to the other entries in the class.

Approximate Range of AMESI ratings = 0.0 to 100.0

Notes: ¹ Sales volumes as submitted to EPA with the Manufacturer's Application for Certification (see 40 CFR Part 86) or projections developed by amesaward.com.

² Using the procedure and/or definitions described in Microsoft Office 98 Excel default rounding procedures.

5 Vehicle Utility Class Definition

For cars, the vehicle utility classes are defined as: Subcompact, Compact, Mid-Size, Full-Size, Premium, Luxury, Sporty Car and Sports Car (based on body style, specifications, perceived market position and price).

For trucks, the vehicle classes are defined as: Minivan, Full-Size Van, Compact Pickup, Full-Size Pickup, Compact Sport Utility Vehicle, Mid-Size Sport Utility Vehicle and Full-Size Sport Utility Vehicle (based on body style, specifications, perceived market position and price). Additionally, for pickups - generally based on gross vehicle weight rating (gvwr) under 4,500 pounds for Compact pickup and 4,500 pounds gvwr and above for Full-Size pickup. Generally for sport utilities - cargo volume less than or equal to 65 cubic feet for Compact SUVs, cargo volume greater than 65 cubic feet but less than or equal to 90 cubic feet for Mid-Size SUVs and greater than 90 cubic feet for Full-Size SUVs.

30 Separate Brand/Model Definition

To acknowledge manufacturers that exceed emissions standards required by regulation and/or

provide high fuel efficiency technology and/or
reach leading levels of recycled material content,
a vehicle can be considered a separate brand/model
offering in a segment if it meets the following
5 provisions:

1. A unique brand/model name or supplemental
name (e.g., Ford - Ranger Electric,
Chrysler - Epic, Chevrolet - S10 Electric)
10 is physically on the vehicle and used for
promotional purposes.

2. Offerings are generally available to the
public.

15 Electric Vehicle MPG Equivalency

See Department of Energy's (DOE) Final Rule
making published in the Federal Register: July 12,
20 2000 (Volume 65, Number 113) 10 CFR Part 474,
i.e., for Watt-hours of energy per gallon of
gasoline conversion factor including petroleum-
powered accessories installed =

25 33.705 KWh/ gal (no petroleum-
powered accessories)

30.334 KWh/gal (petroleum-powered
accessories)

BODILY INCORPORATED APPENDIX BAbstract

5 Intention, Goal, and Scope. This paper
proposes a metric that reflects the environmental
and resource impacts of passenger vehicles.
Primarily intended to assist consumers in
purchasing decisions, the metric is designed to
10 provide timely, relevant and meaningful
information that captures most of the impacts
occurring in the vehicle life cycle.

15 Background. Vehicles are significant
emitters of air pollutants and a major influence
on the environment. A need exists for
comprehensive, objective and comparative
information to describe these impacts. Reporting
of environmental performance on a brand/model
basis can increase consumer awareness and enhance
20 vehicle manufacturer's marketing practices.

25 Methods. Using principles of life cycle
assessment (LCA), objective criteria for vehicles
are proposed that use available or reasonably
obtainable and quality-assured data. Previous LCA
studies are reviewed to help formulate the
suggested metric, which is comprised of components
that represent energy efficiency and greenhouse
gas emissions of carbon dioxide (CO₂) and other
30 gases (40% weight of the total score), emissions
of ozone-forming pollutants nitrogen oxides and
non-methane hydrocarbons (25%), emissions of

5 toxicants carbon monoxide (12.5%) and particulate
matter (12.5%), and solid waste generation and
resource consumption (10%). Scores for advanced
technology vehicles are derived in a manner
consistent with conventional gasoline and diesel-
powered vehicles. The weighting of the components
is based on LCA results and the severity of
impacts. The energy efficiency and pollutant
scores, which are proportional to the reduction in
10 emissions from a baseline vehicle, are based on
emission certifications, highway and city fuel
economy estimates. The waste generation and
resource consumption score is based on the percent
recycled content in the vehicle. At present, the
15 recycled content of vehicles is not available on a
brand/model basis, however, this information is
not difficult to determine.

20 Results. The metric emphasizes environmental
burdens in the use stage, which LCA studies
indicate account for majority of emissions in the
vehicle life cycle. The 200 brand/models and
1,450 engine/drive train configurations in the
available 2000 model year demonstrate a large
25 range of emissions, e.g., greenhouse gas emissions
range from 176 to 1187 g/mile in CO₂ equivalents.
The analysis demonstrates trade-offs between
vehicle efficiency and emission standards that can
be used by a consumer or manufacturer to achieve a
30 desired environmental performance target.

Conclusions. While subject to limitations
arising largely from information gaps, the
suggested metric provides a consistent and
comprehensive indicator of environmental
5 performance useful in comparing the environmental
performance of vehicles and guiding purchasing
decisions.

Future Prospects. No single metric can
10 capture the diversity of all possible impacts,
concerns and trade-offs resulting from vehicles or
other complex systems. Because the weighting of
the component measures is judgmental and based on
incomplete information, results are considered as
15 a first step in a comparative rating system, and
the need to update the metric as additional
information becomes available is emphasized.
Nevertheless, the suggested metric is believed to
provide a useful and objective indicator of the
20 life cycle impact of vehicles.

Keywords

Air pollutants; automobiles; emissions;
environmental indicators; green labeling,
25 greenhouse gas; indicators; life cycle assessment;
motor vehicles; pollution; recycling; vehicles;

Introduction

5 Transportation in general and passenger
vehicles (automobiles, sport utility vehicles, and
light and medium duty vehicles) in particular are
significant emitters of air pollutants and a major
influence on the environment. Of the six criteria
pollutants regulated by the US Environmental
Protection Agency, transportation sources emit 60%
10 of carbon monoxide (CO) emissions nationwide and
95% of the CO in cities, 21% of air toxics
(including non-methane hydrocarbons or NMHCs)
nationwide and the predominant fraction in urban
areas, nearly half of the nitrogen oxides (NO_x)
15 nationwide, and almost a third of particulate
matter (PM).^[i,ii] Both NMHCs and NO_x are precursors
of ozone (O₃), the most widespread urban air
pollutant. Globally, transportation accounts for
about 25% of greenhouse gas (GHG) emissions
20 including carbon dioxide (CO₂), and a higher
percentage in the US. Due to sharp increases in
the demand for transport and comfort, CO₂ emissions
in the transport sector worldwide may increase
dramatically, e.g., by 200% in 2025.^[iii] By any
25 measure, the environmental impacts of vehicles are
substantial and growing.

30 Information regarding the environmental
impacts of vehicles that can be used to guide
consumer purchases may be obtained from product
rating schemes (ecolabels),^[iv-viii] eco-efficiency
indicators,^[ix] corporate reports,^[x,xi] and

elsewhere. However, evaluating environmental and natural resource impacts in a comprehensive, objective and comparative manner remains challenging for several reasons. First,
5 environmental and resource impacts are very diverse. Pollutant emissions occur to air, water and land, and each pollutant has different consequences. Air emissions of NMOCs and NO_x may be toxic themselves and together form other
10 pollutants, e.g., O₃, while emissions of CO₂, methane (CH₄) and nitrous oxide (N₂O) contribute to global warming and climate change. Second, impacts occur throughout the product life cycle, i.e., in the production, use and disposal phases,
15 and not all impacts can be readily and accurately evaluated. Third, the derivation of a metric to consolidate and communicate environmental performance is subjective and potentially controversial. Measures such as the total tonnage
20 of air emissions do not reflect the environmental significance of the different air pollutants. Fourth, the source of the information may influence its objectivity, content and relevance.^[x] Despite these and other arguments
25 regarding their effectiveness and credibility,^[vi] interest by industry, government and consumers in environmental performance measures remains high.

This paper proposes a metric to evaluate
30 impacts of vehicles on human health, the environment and natural resources. Using principles of life cycle assessment (LCA),

criteria are proposed that capture the major share of environmental impacts and that use available or reasonably obtainable and quality-assured data. The metric can assist consumers in their purchasing decisions, as well as indicate desirable vehicle to vehicle manufacturers. After summarizing key features of the approach, the recommended environmental criteria and metric are described. The paper concludes with limitations of the approach and recommendations for future work.

Approach

The overall goals for the metric, taken in part from those used to define eco-indicators,^[ix] are to provide relevant and meaningful information related to the protection of health and the environment; to be clearly definable, measurable, transparent and verifiable; and to be understandable and meaningful to stakeholders, specifically vehicle purchasers. The metric attempts to capture most of the environmental impacts attributable to passenger vehicles, including pollutant emissions, energy consumption, solid waste generation, and resource consumption.

LCA concepts guide the formulation of the metric. There is growing experience with LCAs for vehicles using both material flow (engineering)^[xii-xvii] and input-output (econometric) analyses.^[xviii,xix] A number of studies have been

performed for components of vehicles (batteries, manifolds, etc.), as well as the transportation fuel cycle.^[xx-xxii] These studies show that the principal environmental burdens associated with vehicles include emissions to air, water and land (as solid waste), and the primary resources consumed are energy, raw materials, and water. Burdens are distributed between vehicle manufacturers, material and component suppliers, petroleum extraction, refining and distribution, and others. The LCA studies provide a comprehensive examination of environmental burdens.

It is recognized that no single metric is likely to capture all impacts and other values implied by notions of sustainability. Indeed, a recent working group suggested the use of 40 separate indicators to track a range of issues.^[xxiii] More fundamentally, LCA or other tools may be unable to provide reasonable estimates of certain environmental impacts due to simplifying assumptions, e.g., the lack of spatial and temporal emission information, and the use of linear, no threshold dose-response or damage functions.^[xxiv-xxvi] Aspects of LCA tools and models are complex, and single indicator approaches have not been critically reviewed.^[xxvii] Both site-specific and generic information, e.g., toxicity equivalencies, may be incomplete, inappropriate, and out-of-date.^[xxviii] Allocations of burdens for processes that contribute to more than one product

5 system remain problematic.^[xxix] The various
valuation procedures^[xxx] can provide different
rankings.^[xxxi] Even the most thorough life cycle
inventories have gaps, e.g., the vehicle
manufacturing component is limited due to the
incompleteness of plant data, and environmental
burdens are probably underestimated.^[xxxii,xxxiii]
Emissions during vehicle use may be underestimated
due to deterioration and failures of emission
10 control systems and limitations of emission
testing procedures,^[xxxiv] and different emission
estimation methods can yield disparate
results.^[xxxv] Emissions also depend on "external"
factors such as fuel volatility and sulfur
15 content, ambient temperature, traffic and driving
cycles, and the presence and nature of vehicle
inspection and maintenance ("smog check")
programs. For such reasons, most LCAs emphasize
inventories, environmental burdens that are
20 classified and characterized into a few metrics,
and environmental burdens are treated with the
simple notion that "less is better."

25 Despite their limitations, LCA analyses can
provide a sufficient basis for comparison within
an impact category, although alternative
assessment tools and criteria may be needed in
some cases.^[xxv] In addition, the comprehensive
life cycle inventories completed for vehicles^{[xii-}
30 xix] have provided largely comparable results
regarding the identification and quantification of
the significant emission sources, despite

substantial differences in methodologies and assumptions, e.g., vehicle type, weight, drive train, and driving cycle. Finally, the reliability and technical integrity of results will be enhanced by guidelines, requirements and peer review steps being developed by ISO, EPA, SETAC and others.^[xxxvi-xl] Thus, the approach presented below is expected to evolve as new and enhanced information and procedures become available.

Air emissions

Air emissions related to vehicles include GHGs (CO₂, CH₄, N₂O), criteria air pollutants (PM, CO, NMHC, NO_x, sulfur dioxide [SO₂], and lead [Pb]), and hazardous air pollutants (e.g., benzene, formaldehyde). The apportionment of vehicle-related emissions to the major phases of the vehicle life cycle is shown in Fig. 1, based on the average fraction in three recent studies^[xv-xvii] that analyzed emissions from small, intermediate and large cars, all with internal combustion (IC) gasoline engines. For CO₂, the average of two IC powered vehicles and one electric vehicle (EV) is shown. The vehicle use phase (including fuel production) accounts for most GHG emissions (79 - 87% of CO₂, and 60 - 68% of CH₄), and most of the criteria pollutants (89 - 94% of CO, 81 - 90% of NO_x, 84 - 91% of NMHCs, and 63 - 70% of SO_x). Similarly, the most comprehensive review of the transportation fuel

cycle shows the dominance of the use stage for CO, NMHC, NO_x, CO₂ and N₂O.^[xxii] An input-output analysis of a midsize sedan also shows the dominance of the use stage for energy consumption and CO₂, as well as for emissions of the criteria pollutants (CO, NO_x, SO_x, PM₁₀).^[xix] Only one estimate of PM and Pb emissions is available (for a gasoline engine-powered sedan^[xvi]) and the use phase accounts for 31% of PM (the percentage will be higher for diesel vehicles) and 1% of Pb emissions. Since the phase-out of Pb in gasoline, essentially the entire US has achieved the ambient standard for Pb.

In summary, the use phase accounts for the bulk of GHG emissions and emissions of most criteria pollutants. As discussed later, this is today's picture. In the future, expected reductions in vehicle emissions may increase the relative importance of emissions in other phases, e.g., manufacturing.

The relative ranking or weighting of emissions can be based on many factors, e.g., potency or toxicity of the chemicals, individual or population risks, population affected, marginal control cost, social cost, etc. GHG emissions might be prioritized given the magnitude and consequence of potential impacts, but uncertainties are very high. For conventional pollutants, photochemical and urban toxic pollution caused by NO_x and NMHC is widespread, and

from 48 to 102 million people in the US are
estimated to live in O₃ nonattainment areas (where
the ambient standard is exceeded).^[i] CO remains a
serious problem, and ~9 million people live in CO
5 nonattainment areas.^[i] PM is potentially of great
significance, however, nonattainment status and
health impacts under the proposed PM ambient
standard, which is based on particles below 2.5 µm
dia (PM_{2.5}), are uncertain due to a lack of
10 monitoring and other reasons.

Because they represent known problems
affecting sizable populations and are currently
regulated, the four conventional pollutants form
15 half of the weight of the suggested measure, and
each is weighted equally, i.e., 12.5%. GHG
emissions, which potentially affect everyone, are
given 40% of the score. This weighting is
population-based, and roughly reflects the numbers
20 affected by GHG emissions (40%), photochemical
pollution (25% for NO_x and NMHC together), and
toxicants (12.5% each for CO and PM). The
remaining 10% is given to solid waste generation
and resource consumption of the vehicle. This
25 weighting is simple and likely to result in
rankings that are comparable to that derived using
other approaches. This weighting - as any other
necessarily used in a scalar performance measure -
is judgmental and based on the available but
30 incomplete information. For these and other
reasons discussed below, the weights are

considered a first step, and the metric may evolve to become more comprehensive, reliable and impact-based (rather than burden-based).

5 The pollution prevention and energy
conservation components in the metric are based on
environmental burdens associated with air
pollution emissions in the vehicle's use phase,
including fuel production. The US DOE/EPA vehicle
10 fuel economy is utilized for the energy
conservation/GHG score, and US EPA^[xli] and State of
California^[xlii] vehicle emission certification
standards for CO, NO_x, NMHCs and PM are used for
the pollution prevention score. Certification
15 standards provide a high degree of standardization
and quality assurance, a critical need. Depending
on the certification, allowable emissions are
specified for vehicle ages from 50,000 to 150,000
miles. The 50,000-mile standard is used because
20 it is common to all certifications, and it may
reflect average emissions. Cars, light and medium
duty vehicles up to 8,500 lbs in weight
(corresponding to vehicle types light duty trucks
[LDT4] and medium duty vehicles [MDV3]) that are
25 typically used as passenger vehicles are
considered.

Energy efficiency and GHG emissions

30 As shown in Fig. 1, GHG emissions are
dominated by the use phase. Over its lifetime, a
typical vehicle will emit ~64,000 kg of CO₂ and ~50

kg of CH₄. The DOE/EPA Fuel Economy Guide's estimate of miles per gallon (mpg) serves as a proxy for GHG emissions. Vehicle fuel efficiency estimates (in mpg) are inversely proportional to GHG emissions from fuel production and vehicle use. Wang's transportation fuel-cycle model GREET 1.5^[xxii] provides estimates of GHG emissions in CO₂ equivalents (including CO₂, CH₄ and N₂O) from feedstock, refining, distributing and vehicle operations.

To rank vehicles, the lowest mileage among passenger vehicles scores 0 points; the highest scores 40 points (Fig. 2). To reflect typical driving patterns, the average fuel economy for a vehicle is determined using DOE/EPA urban and rural mileage estimates, weights of 55 and 45%, respectively, to reflect driving patterns, and a harmonic average. The score is proportional to the reduction in GHG emissions and scaled to the range of the current model year (2000) average fuel economies, which range from 9.7 to 64.7 mpg (equivalent to GHG emissions from 1187 to 176 g/mile). Fig. 2 shows diminishing returns, e.g., scores increase rapidly as low mileage vehicles are made more efficient, but point differences are small among efficient vehicles.

While this component of the environmental performance measure is designed to reflect energy efficiency and GHG emissions, high scoring vehicles are likely to be light in weight. Thus,

high scoring vehicles are likely to utilize fewer resources and incur lower environmental impacts in their production and end-of-use phases.

Ozone forming pollutants - NO_x and NMHC

5 NO_x and NMHC emissions form the basis of the second component of the environmental performance measure. These pollutants form O₃, a widespread and significant pollutant, and NMHC emissions also
10 contribute to urban toxic pollution. Emissions of NO_x and NMHC occur primarily during the vehicle use phase (Fig. 1).

15 All new vehicles must meet, at a minimum, Tier 1 emission levels. For cars, NO_x emission rates for Tier 1 and transitional low-emission vehicles (TLEV) are equivalent (0.4 g/mile).
Current certification standards include several intermediate certifications: low-emitting vehicles
20 and ultra-low-emitting vehicles (LEV = ULEV = 0.2 g/mile), level II LEV (LEV II = 0.05 g/mile), and super-ultra-LEV (SULEV = 0.02 g/mile). Federal and California standards allow higher emissions
for light duty trucks >3750 lbs (LDT2 and LDT3
25 Tier 1 = CA MDV2 = 0.7 g/mile, and for trucks >5750 lbs (LDT4 = CA MDV3 = 1.1 g/mile).
California also specifies LEV, ULEV and SULEV emission standards for 5 weight classes of medium
duty vehicles. For the NO_x component measure, the
30 highest emitting vehicle obtains a score of 0; a zero-emission-vehicle (ZEV) without NO_x emissions in the fuel cycle receives 12.5 points. The score

is proportional to the emission reduction from the
NO_x floor (Fig. 3). Like the GHG emission score,
the floor represents the highest emission rate
among current passenger vehicles, namely, the
5 federal and California emission standards for
vehicles <8,500 lbs (LDT4/MDV3 classes).

NMHC emissions occur as refueling losses (now
controlled by onboard refueling vapor recovery
10 systems), starting emissions, evaporative and
running losses (controlled by regulations on hot
soaks, diurnal emissions, running losses), and
tailpipe emissions. All vehicles must meet
certification standards for these emissions.
15 Current standards use the same running losses
(0.05 g/mile) and refueling losses (0.2 g/gal) for
all vehicles considered here.

Evaporative emissions of NMHC depend on
20 vehicle design, climate, driving patterns, fuel
vapor pressure, and other factors. A simplified
approach is used to estimate NMHC emissions. For
cars, the national average daily number of "hot
soaks," defined as a period exceeding 1 hr when
25 the vehicle's engine is not operating, ranges from
3.86 (weekend) to 5.38 (weekday), and averages
5.0. Trucks average 5.4 hot soaks per day.^[xliii]
Real world tests of recent (>1986) vehicles show
that properly operating vehicles have hot soak
30 emissions somewhat below 1 g/event for fuel-
injected engines, and slightly above 1 g/event for
carburetor-equipped engines.^[xliv] Overall,

emissions of 1 g/event appear representative,
equivalent to one-half of the current hot
soak/diurnal emission standard of 2 g. To arrive
at the total evaporative emissions, 5 hot soaks
5 per day, each equivalent to one-half the certified
standard, plus 1 diurnal cycle are assumed.

Together, the 5 hot soaks plus one diurnal cycle
is equivalent to 3 hot soaks/diurnal losses per
day, which is assumed in the following analysis.

10 The resulting ratio of tailpipe and evaporative
emissions is similar to that given by EPA's Mobile
5 model, which is based on historical data and
average driving patterns. For example, Mobile 5
predicts that evaporative emissions constitute 61%
15 of total in-use emissions for a Tier 1 gasoline
car and 54% for a light duty truck.^[xxii] The
simplified approach gives 53% for a car and 47%
for a LDT.

20 For a Tier 1 car, NMHC emissions total 0.53
g/mile. Tailpipe emissions are the largest
contributor (47% of the total), followed by hot
soak/diurnal losses (41%), running losses (10%),
and refueling losses (2%).^[xlv] The California
25 evaporative standard (for ULEV, LEV II, and SULEV
vehicles) reduces emissions in 2004 from 2 to 0.65
g/mile.^[xlvi] For ULEV and ULEV II vehicles, total
NMHC emissions are 0.17 g/mile, and hot
soak/diurnal emissions are the major contributor
30 (42% of the total), followed by running losses
(30%), tailpipe emissions (24%), and refueling
(5%). For a Tier 1 heavy light duty truck (LDT4,

MDV3) with a >30 gal fuel tank, the evaporative standard is 2.5 g. This vehicle sets the floor for NMHC emissions (0.73 g/mile) due to tailpipe emissions (0.39 g/mile or 53% of the total), hot soak/diurnal losses (38%), running losses (7%) and refueling losses (2% assuming 12 mpg).

The NMHC component score is based on the vehicle's total operating NMHC emissions and the following assumptions: fuel consumption as determined by vehicle fuel economy; the equivalent of 3 hot-soak/diurnal emission cycles per day; and hot soak, running, refueling and exhaust emissions as specified by the certification standard. The NMHC score is affected by fuel economy due to refueling losses, but the maximum effect is small (<0.4 point). Fig. 4 demonstrates the relationship between vehicle certification class and the NMHC score. The highest emitting vehicle (e.g., a 10 mpg Tier 1 LDT4) scores 0 points; a zero-emission-vehicle (ZEV) receives 12.5 points.

Particulate matter

PM emissions related to vehicles include combustion products forming PM_{2.5} (particles <2.5 µm dia), larger PM from tire and brake wear, and PM from entrainment of dust on paved and unpaved roads. The form of ambient standards for PM has evolved to become more relevant to human health. The older standard controlling "total suspended

particulates" (TSP) was replaced in 1986 by PM₁₀
(particles <10 µm dia) which in turn was replaced
in 1997 by PM_{2.5}. Current regulatory and health
concerns emphasize tailpipe emissions.

5 Unfortunately, PM_{2.5} emission data are incomplete
and no LCA inventory is available. TSP emissions
for the vehicle life cycle have been
quantified,^[xxxii] but there is no direct correlation
to PM_{2.5}.

10 PM emissions from diesel-powered vehicles are
controlled on a mass basis by US EPA and
California regulations at 0.08 g/mile for light
duty Tier 1 vehicles, 0.04 g/mile for TLEV, 0.01
g/mile for LEV, ULEV, LEV II, and SULEV, and 0
15 g/mile for ZEV. EPA does not specify standards
for heavy light duty trucks (LDT3, LDT4), although
California does as Tier 0 for MDV2 and MDV3 (0.08
g/mile). PM emissions from gasoline-powered
vehicles are uncontrolled, although they are not
20 necessarily innocuous. PM emissions from a
properly operating gasoline-powered vehicle are
likely to be on the order of 0.01 g/mile. Actual
levels will be a function of fuel composition
(sulfur, lead, etc.), engine load, and other
25 factors. Like scores for the other regulated
pollutants, the PM component score is based on
certification levels and ranges from 0 to 12.5
points, as shown in Fig. 5. In the absence of
vehicle-specific information, gasoline-powered
30 vehicles are assumed to emit 0.01 g/mile,
providing a score (10.9 points) that is equivalent

to a ULEV but slightly lower than a ZEV (12.5 points).

Carbon monoxide

Carbon monoxide (CO) is a local-scale pollutant emitted from the tailpipe. In-use emissions account for almost all CO emissions (Fig. 1). Scoring of CO follows the system described earlier, i.e., a Tier 1 medium duty truck, the highest emitter (5 g/mile), receives 0 points, while a ZEV receives 12.5 points (Fig. 6). Intermediate certifications exist for LDT (4.4 g/mile), Tier 1 cars, TLEV and LEV (3.4 g/mile), ULEV and LEV II (1.7 g/mile), and SULEV (1 g/mile).

Overall air pollution score

The suggested measure gives air pollutants a total of 90 points (40 for GHG emissions, 25 for O₃-forming pollutants NO_x and NMHC, and 12.5 each for PM and CO). For each pollutant, the score is proportional to the emission reduction from the baseline level, i.e., halving the emission doubles the score. The scoring of GHG emissions is not exactly proportional since the range does not extend to zero emissions, a minor adjustment made to maintain the desired weighting.

Scores for existing certification standards, summarized in Fig. 7, show relatively rapid

increases as certification levels increase up to
LEV or ULEV. Increases diminish at higher
certifications (LEV II, SULEV), reflecting smaller
emission reductions since most emissions have been
5 eliminated. Gasoline and diesel scores are the
same for LEV and above certifications. For
gasoline-powered vehicles, the largest (7 - 8)
point increases occur from LDTV4 to LDT2/LDT3, and
from LDT2/3 to LDV Tier 1, i.e., from truck to car
10 classifications, and from LEV to ULEV. Similar
increases occur for diesel-powered vehicles for
the first 6 steps, up to ULEV.

The total emission score, including criteria
15 and GHG pollutants, is depicted in Fig. 8. As
shown earlier (Fig. 2), fuel economy below 20 to
25 mpg is heavily penalized. Above 30 to 40 mpg,
emissions must be decreased to significantly
improve the score. The tradeoffs between vehicle
20 efficiency and emission standards can be used by a
consumer or manufacturer to achieve a certain
environmental performance target. For example, a
20 mpg Tier 1 gasoline car can gain a maximum of
24 points by reducing emissions (to ZEV), or a
25 maximum of 15.8 points by improving fuel
efficiency (to 65 mpg). A combination of
efficiency and emission control will yield the
largest improvement that is practical for a given
application.

30

Certification of vehicle emissions to levels
other than those currently specified can be easily

5 accommodated. Scoring would follow the linear
relationship between baseline levels and zero
emissions. The need for representative and
quality-assured measurements is critical, thus the
proposed measure uses "official" certification
standards. Other emission levels could be used
given appropriate and equivalent quality-
assurance. Also, as standards become more
stringent (phase-out of Tier 1 standards by 2004
10 is anticipated), the floor will shift and
recalibration will be necessary.

Electric and advanced technology vehicles

15 While most emissions during the operating
stage may be eliminated, alternative technology
vehicles battery-powered, fuel cells, LPG,
ethanol, methanol, etc.) involve "upstream"
emissions in the fuel cycle that must be
20 considered. The air pollution scores for these
vehicles are derived in a manner consistent with
conventional vehicles. For example, the DOE/EPA
fuel economy of (battery-powered) EVs may be
converted to gasoline energy equivalents (33.44
25 kWh = 1 gal gasoline)^[xlvi] and emissions based on
national average emission factors for CO₂, CH₄ and
N₂O.^[xxii] GHG emissions are estimated using the
vehicle fuel economy and near-term emission
factors. Emission scores for alternative fuel
30 vehicles require adjustments to be consistent with
scores for conventional vehicles, which are based
on certifications that consider only a fraction of

current use-phase emissions. For conventional vehicles, omitted upstream emissions (from extraction, refining, and distribution) represent 41.9% of NO_x, 31.7% of NMHC, 2.5% of CO and 36.5% of PM of total emissions in the overall fuel cycle/vehicle use phases.^[xxii] To allow comparisons to conventional vehicles, fuel cycle emissions for alternative fuel vehicles are lowered by the same percentages. As more alternative fuel vehicles make their debut, it may be preferable to increase the emission estimates for conventional vehicles to account for fuel cycle emissions. Both approaches are consistent and reward low emitting vehicles and fuel cycles.

Due to upstream emissions, a ZEV does not necessarily obtain the maximum possible air pollution score. Its score will depend on the vehicle efficiency and the energy infrastructure. As an example, a current EV obtains an emission score of 68.4 (component scores for GHG=31.8, NMHC=12.1, CO=12.2, NO_x=7.4, PM=4.9 using efficiency and emission data from Wang^[xxii]). For comparison, a conventional Tier 1 car obtaining 22.4 mpg will obtain a emission score of 53.0 (component score points for GHG=26.7, NMHC=3.5, CO=4.0, NO_x=8, PM=10.9. Although the EV has higher NO_x emissions, GHGs, NMHC and CO emissions are considerably lower. The EV score is tied by a 44 mpg LEV, a 26 mpg ULEV, or a 21 mpg SULEV. These scores omit the solid waste and resource consumption components, described later.

The evaluation of electric and advanced technology vehicles is complicated by differences in the spatial pattern of emissions. These differences primarily affect impacts of the criteria and toxic pollutants as GHGs have a long residence time and are widely dispersed. For example, most electricity in the US is generated at several hundred power plants burning fossil fuels, most of which are equipped with tall smoke stacks and located in rural areas. Given the dilution and distance from population centers, health impacts for a given emission of CO, NMHC and NO_x (direct toxicity only) from power plants may be lower than the same emission in an urban area. Consequently, in their analysis DeCicco and Thomas^[iv,vii] reduced the impacts from power plant emissions by 10-fold, and from refineries and factories by 5-fold. However, power plant emissions of NO_x and PM are regional pollutants, staying airborne for several days, and power plant NO_x is an effective O₃ precursor. Thus, no such adjustment was used here. Additional spatial factors include differences in the distribution of energy sources, e.g., more of the electricity in the Pacific northwest is generated by hydropower, and regional variation in ecological sensitivity, e.g., acidification most strongly affects poorly buffered soils and lakes like those in the Adirondack region of New York.

In addition to spatial factors, the composition of emissions in the fuel cycle of advanced technology vehicles may differ from emissions of conventional vehicles. As examples, coal-fired electric generating plants release large quantities of SO₂ and mercury (but relatively low emissions of NMHCs), and life cycle emissions of Pb for battery-powered ZEVs exceed those for conventional vehicles (using lead-free fuel).

Spatial and compositional differences in the vehicle use and fuel cycles also can influence environmental and health impacts attributable to both conventional and advanced technology vehicles. For example, a gasoline-powered vehicle in Texas contributes more to O₃ formation and impacts than the same vehicle in Nebraska. A SULEV vehicle in California using low sulfur fuel emits less PM than in areas where this fuel is unavailable. Differences in driving cycles, temperatures and other factors affect emissions. LCA inventories and impact assessments do not provide the data needed to address these issues. Additionally, the knowledge base needed for appropriate analyses has many gaps. Thus, the suggested indicator is currently limited to consideration of NO_x, NMHC, CO, PM and GHG emissions using national average emission factors. Conventional and advanced technology vehicles are treated consistently since the same pollutants and scaling are used. When quality-assured information becomes available, additional

pollutants and regional considerations might be added to the metric.

Solid waste and resource consumption

5 Solid wastes are produced throughout a vehicle's life cycle, including materials production, assembly, operation, service and end-of-life phases. Waste generation and disposal consumes landfill space, potentially contaminates surface and groundwater, and has other impacts. Many impacts tend to be localized and difficult to assess without site-specific analyses. Waste generation without recycling also represents
10 resource consumption.
15

Materials production, e.g., mining, is responsible for the bulk (60%) of wastes throughout the vehicle life cycle.^[xvi] Most of these wastes are not considered solid or industrial wastes. Materials production and manufacturing together produce about 19% of the wastes in the vehicle life cycle.^[xvi] Vehicle operation and service produce liquid wastes, e.g.,
20 brake fluid, engine coolant, engine oil, transaxle fluid, and windshield cleaner fluids, as well as solid wastes, e.g., air filters, batteries, brake pads, drive belts, lamp bulbs, exhaust systems, oil filters, PCV-valves, shock absorbers, spark
25 plugs, tires, transaxle fluid filters, windshields, windshield wiper blades, etc. On a mass basis, these represent an estimated 10% of
30

the total solid and industrial waste.^[xvi] Vehicle
end-of-life management, which includes
dismantling, recycling, shredding and landfilling,
has received considerable attention, and 70 - 80%
5 of vehicle mass (mainly ferrous and non-ferrous
metals) is currently recycled.^[xlviii,liv] In
comparison to the remainder of the life cycle, GHG
emissions (CO₂ and CH₄) and energy consumption from
end-of-life management are small, well below 1% of
10 the total.^[xvi,xlix] However, vehicle end-of-life is
responsible for most (71%^[xvi]) of the solid and
industrial wastes.

Several indicators can be formulated to
15 capture waste generation and resource conservation
impacts at the production phase, end-of-life
phase, or possibly both (as long as there is no
double counting). For example, at the production
phase, the recycled content measured as the
20 percentage of weight of the total vehicle reflects
the manufacturer's current efforts to conserve and
recycle materials. Similarly, the non-recycled
weight of the vehicle might be used to indicate
resource consumption. Compared to the recycled
25 percentage, the non-recycled weight provides an
absolute impact measure that is proportional to
resource consumption. This potential advantage is
offset, however, by scaling issues resulting from
the wide range of vehicle weights. For example,
30 assume a 10 point scale where 0 represents only
recycled materials and 10 represents the use of
only virgin materials for the heaviest (8,500 lb)

vehicle. Without any recycling, a 1,500 lb vehicle would score 8.2 ($10 * [1 - 1500/8500]$) points. To obtain the same score, 82% recycled content is required for the heavy vehicle. Thus, this measure de-emphasizes the importance of recycling efforts for smaller vehicles. As a second example, the percentage of material by weight that goes to landfill has been suggested as an environmental performance measure.^[xxvii] This end-of-life measure does reflect waste reduction initiatives and increased recycling. However, the waste disposal fraction depends on economics and the technical infrastructure in the recycling industry, which is largely separate from vehicle manufacturing in the US. In addition, recycling/landfilling of vehicles occurs many years after manufacturing, during which the economics and technology may change significantly. Lastly, data regarding the vehicle weight fraction going to landfill for specific vehicle models are unavailable.

The suggested solid waste and material consumption component uses the recycled content of the vehicle, and is scored as 10 for a vehicle that uses 100% recycled content (by weight) and as 0 for a vehicle that uses no recycled materials. The small weight (10%) of the solid waste and material consumption score reflects the relatively minor contribution of the materials production, manufacturing and end-of-life phases to the vehicle's total environmental impact.

5 Unlike the other components of the
 performance measure, solid waste and material
 consumption data have not been published. The
10 determination of recycled content must be done in
 a quality-assured manner, e.g., using a certified
 audit. For conventional vehicles, most weight is
 attributable to a small number of materials, e.g.,
 ferrous metals (64%), plastics (9.3%), nonferrous
15 metals (largely aluminum, copper and lead totaling
 9%), rubber (6.9%), glass (2.8%), and fluids other
 than gasoline (2.7%).^[xvi] Given that most weight
 is contributed by relatively few items, the
 determination of the recycled content of the bulk
20 of a vehicle's weight does not pose significant
 practical difficulties.

Discussion and Conclusion

20 The suggested performance measure is designed
 to capture the major environmental burdens of
 vehicles on a brand/model basis. In the US,
 purchasers select among over 200 brand/models in
 1,450 engine/drive train configurations.
25 Configurations within a brand/model can be
 evaluated separately, or combined to develop a
 composite rating for that brand/model. Model-
 specific information is valuable to consumers
 contemplating purchasing decisions as well as
30 manufacturers, "upstream" suppliers and the
 "downstream" waste and recycling industry, all
 endeavoring to improve the vehicle's life cycle

performance. Such information supplements the
incomplete and fragmented approaches represented
by the current federal fuel economy ratings
printed on new vehicle stickers, and the emission
5 standard labeling programs of a few states.^[vii]

The suggested performance measure can be used to
compare models within a given year. Year-to-year
comparisons may not be appropriate since the
measure is calibrated to a particular year. Of
10 course, purchasing decisions depend on many
factors, for example, performance, body style,
safety and environmental performance. The
environmental performance measure may be most
relevant to decisions among comparable vehicles,
15 e.g., compact cars that have similar non-
environmental attributes.

Limitations

20 No single metric can capture the diversity of
all possible impacts, concerns and trade-offs
resulting from vehicles or other complex systems.
While we believe that the suggested performance
measure is justifiable, the weights combining the
25 component scores are acknowledged to be judgmental
and thus subjective. As discussed below, the
quantification of the weights - as well as the
formulation of any scalar or multidimensional
performance measure - is restricted to the
30 information that is currently available. However,
this does not mean that such metrics should not be
used. Rather, indicators are formulated to convey

what is believed to be the most relevant
information distilled into an easily understood
scale.

5 The proposed metric has several limitations.
It focuses on the use stage and does not consider
all impacts from upstream discharges, e.g.,
manufacturing, fuel refining, and extraction and
10 production of fuel and other materials that
produce drilling and mining wastes, brines and
other wastes. However, current LCA studies
indicate that the environmental burdens of
vehicles, like dishwashers, refrigerators,
televisions, and similar goods,^[vii] arise largely
15 from use. Several potentially important impact
categories are either excluded or not well
addressed, in particular ecological impacts, e.g.,
water pollution such as spills of MTBE-containing
gasoline, acidification, and toxicity.
20 Unfortunately, the available data and
methodologies do not support an inventory,
allocation and impact evaluation method that can
provide quality-assured estimates of these
impacts. To an extent, this issue is offset by
25 the fact that all car manufacturers utilize
identical or similar commodities, e.g., iron,
steel, plastic, glass, electricity, etc., and all
must comply with the same federal environmental
laws. Thus, there is little reason to expect
30 major differences among impacts for a particular
material used in different vehicles.

5 The emission scores do not account for the
unanticipated in-use deterioration of control
systems, and the energy efficiency and GHG
emission scores do not account for changes in fuel
10 economy and the fuel cycle over the vehicle
lifetime. With vehicle aging and deterioration,
emissions may substantially increase. The
proposed performance measure could be altered to
incorporate anticipated changes, however, the
15 proposed approach was selected for several
reasons. First, measurements of in-use emissions
can not be obtained until 3 or 4 years following
model introduction, thus this information would
not be timely for purchasers of new vehicles.
20 Second, even after the application of
deterioration factors to account for model aging,
the relative differences between certification
standards would be maintained, and scoring would
be unaltered. Third, certification standards
specify that emission controls must last a
25 substantial period, e.g., 5 years/50,000 miles,
and the newest regulations specify a 100,000 to
150,000 mile lifetime. Fourth, component scores
must be based on reliable information. The
magnitude and apportionment of emissions due to
30 system deterioration are uncertain. Similarly,
predictions of the energy mix have not proven
accurate. Overall, vehicle certification
standards and fuel cycle information represent the
highest quality data currently available.

5 In the future, manufacturing emissions may
become more important as in-use emissions are
reduced. For example, NMHC emissions from
manufacturing are estimated to range from 5 to 20
10 kg/car.^[xv,xxxii] In use, a Tier 1 car emits 72 kg of
NMHCs; this will be reduced to 23 kg for a 2004
ULEV California vehicle. Both estimates assume
emissions at certification levels. Thus, poorly
controlled manufacturing emissions may approach or
15 exceed ULEV operating emissions. At the same
time, evolving "low-emission" manufacturing
processes and more stringent pollution controls
may decrease emissions. Certain manufacturing
emissions may be reliably quantified and allocated
20 to vehicle types, e.g., emissions from
painting/coating. While currently unavailable,
this information could be incorporated into the
metric/. Future LCA inventories are expected to
increase the scope and quality of upstream data.
Inclusion of manufacturing emissions would provide
a more complete assessment, although in-use and
fuel cycle emissions are expected to continue to
dominate life cycle emissions.

25 The environmental performance measure does
not account for vehicle lifetime. A more durable
and longer lasting vehicle may have a lower
environmental impact, other things being equal,
since manufacturing impacts are lower on a per
30 mile basis. Recent trends do not support this
assumption, however, since older vehicles can be
large emitters. Also the metric does not account

for vehicle comparability, i.e., an 8 passenger van is scored identically to a 2 passenger sports car. Impacts based on a passenger-mile or a ton-mile basis might be relevant in commercial applications, but a per mile basis appears the most relevant and compelling unit of analysis for personal vehicles.

Calibration and weighting

There are many issues involved in the formulation and calibration of indicators representing complex and diverse environmental impacts. While the proposed metric is believed to correlate to environmental impacts, it does not directly indicate impacts, and ultimately the weighting used in the indicator must be regarded as subjective. Different weights could be used to combine component measures related to emissions of air pollutants, recycled content, and other environmental factors. There is a large literature related to integrated assessments, risk-cost-benefit, damage functions and social costs, willingness-to-pay, and other evaluation techniques. With sufficient and accurate information, these techniques might provide rational approaches for developing weightings among impact categories. However, their application to calculate health, environmental and natural resource impacts for the vehicle life cycle involves several challenging steps: (1) deriving appropriate emissions for all pollutants

of concern; (2) quantifying source-receptor relationships, e.g., accounting for spatially and temporally varying environmental transport and fate processes; (3) defining and quantifying
5 cause-effect relationships, e.g., dose-response curves for morbidity and mortality of humans and biota; and (4) providing consistent, representative and long-term valuations of impacts, e.g., determining the monetary equivalent
10 of an acidified lake, extinction of a fish species, asthma attack, etc. To obtain meaningful weightings, quantifications throughout the four steps must be correct.

15 Several analyses have estimated social costs of some impacts from emissions in the transportation fuel cycle.^[iv,vii,1,1i] For example, the total health-related pollution impact for an average 1998 vehicle has been estimated as
20 \$0.0137/mile, with fractional contributions from NO_x (43% of the impact), SO_x (37%), PM₁₀ (14%), NMHCs (4%), and CO (3%).^[vii] This analysis suggests that PM, NMHC and CO are relatively unimportant and should be de-emphasized. However,
25 the damage function excludes many impacts, e.g., ecological impacts, and it does not fully represent variation and uncertainty.
Consequently, impact estimates can vary over several orders of magnitude, e.g., the relative
30 importance of PM has recently increased dramatically.^[iv] In contrast, the suggested indicator is simple and robust, that is,

insensitive to uncertain parameters. Differences
between the suggested measure and those based on
social costs may not be that large since emission
certification standards address multiple
5 pollutants simultaneously, e.g., moving from Tier
I to LEV reduces 3 of 4 regulated pollutants.
Finally, it should be noted that the suggested
performance measure is formulated primarily to
guide purchasing decisions among the many
10 brand/models available, not to determine
regulatory decisions or research priorities. Such
decisions require more comprehensive and
sophisticated analyses than can be represented in
any scalar metric.

15
There is some overlap between several of the
component scores. The energy conservation score
indirectly indicates resource consumption since
vehicles with poor fuel economy tend to be heavy.
20 The energy conservation score also affects the
NMHC score, although the effect is small. These
interactions and the other trade-offs (Figs. 7 and
8) should be recognized by manufacturers aiming to
improve the environmental performance of their
25 vehicles.

The suggested environmental performance
measure is calibrated to the current vehicle mix
and fuel cycle, in particular, the lowest and
30 highest performing vehicles. As vehicle
performance is upgraded, the baseline will shift
and scores across model years may not be

comparable. The measure is primarily intended to enable comparisons among vehicles in a given model year.

5 Future work

This evaluation represents a "snapshot" of present-day conditions, using available data and analyses based on existing technology and market conditions. In the future, a number of factors are expected to change. As examples, widespread adoption of alternative fuels such as ethanol (corn, cellulosic) may decrease CO₂ emissions by 30 - 60%^[lii] or in the long term by up to 100%^[liii] compared to gasoline (although NO_x and some other emissions may increase). The recycled fraction of vehicles may change as vehicle composition is altered and plastic recycling efficiency is increased; also, landfill limitations or regulations may affect recycling and disposal practices.^[liv] Databases and data quality will improve in the future as LCA applications become more widespread and refined. Generic data quality concerns, especially for the inventory phase, include coverage, precision, completeness, representativeness, consistency, reproducibility and allocation. Particular needs include better data regarding PM and NMHC emissions, and manufacturing emissions (including toxic and persistent pollutants) on a model basis. With improved data, a meaningful allocation of manufacturing emissions to specific vehicle models

may become feasible. The need to update the
metric as additional information becomes available
is strongly emphasized. These and other changes
will result in better information regarding the
5 life cycle impact of vehicles that can be
incorporated into the suggested environmental
performance measure.

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We Claim:

1. A method of developing and communicating information regarding the automotive industry that provides a market based system for sustaining the environment by using the Internet, said method comprising the steps of:
 - a) identifying cars and light-trucks as a class of vehicles manufactured by the automotive industry from which consumers may choose a vehicle for purchase and for which consumers may desire to have environmental performance information to consider as a factor in selecting a vehicle for purchase,
 - b) establishing an e-commerce company for evaluating the individual vehicles of said class of vehicles in respect to the environmental performance of each individual vehicle, said company being independent of the members of the automotive industry.
 - c) said e-commerce company developing an objective environmental performance rating system based upon a rating algorithm driven by quality assured data,

d) obtaining said data over the Internet from government sources and private sector sources,

e) processing the data into ratings in accordance with said algorithm to identify the vehicles which are the most environmentally sensitive,

f) presenting physical awards in recognition of the most environmentally sensitive vehicles to the manufacturers of those vehicles,

g) said e-commerce company establishing an Internet web site to communicate to consumers and other stake-holders the rating system and the identification of vehicles with the highest ratings, the award winning vehicles,

h) said e-commerce company facilitating the promotion of the results of said environmental performance evaluation in accordance with said ratings by companies winning the awards and by e-commerce product information/buying services to communicate to consumers and other stake-holders, via the Internet and other media, identification of the vehicles which are the most environmentally sensitive.

i) whereby consumers desiring to help sustain the environment are enabled to select and buy a vehicle that is among the top environmentally sensitive vehicles of the
5 available vehicles and companies offering such vehicles achieve increased sales and are encouraged thereby to develop and sell new vehicles that are more environmentally sensitive,

j) and whereby the environment is
10 improved because more environmentally sensitive vehicles are purchased and developed instead of less environmentally sensitive vehicles, thereby establishing a market-driven, as opposed to government regulated, approach to sustaining the
15 environment.

2. A method as defined in Claim 1 for identifying to consumers via the Internet, in a consumer friendly, industry compatible and timely
20 manner said award-winning vehicles wherein said method includes the steps of:

k) identifying, by brand name and model, the different vehicles offered for sale by
25 different companies in the automotive industry

such identification being the same as that used in
advertising by the manufacturers and retailers,

1) producing said ratings in timed
relationships with the beginning of the model year
5 of the industry,

m) establishing and implementing
communication plans for identifying the top
environmental performers to consumers for the
model year whereby consumers will be enabled to
10 sustain the environment by purchasing the
identified vehicles and are benefited by an
improved environment and benefited by improved
vehicle operating costs.

15 3. A method as defined by Claim 1 for
helping a vehicle manufacturer to increase it's
sales of vehicles which are among the best in
environmental performance ratings, wherein said
method includes the steps of:

20 n) establishing a national recognition
for said ratings and said physical awards,

o) facilitating the use by the vehicle
manufacturer of the rating system and the use of

the awards in its advertising and other promotional activity,

p) whereby the manufacturer gains marketplace creditability for the environmental performance of its vehicles and gains image enhancement and whereby it can differentiate its products on the basis of environmental performance and third-party validation of its award-winning models.

10

4. A method as defined by claim 1 for decreasing the impact of the automotive industry on the environment by enabling consumers to select for purchase those vehicles that have been identified as among the best in environmental performance, wherein said method includes the steps of :

q) developing and implementing a communication plan that gains recognition and acceptance for the rating system,

r) facilitating the advertisement and the identification of the top-rated vehicles to induce consumers to buy the top-rated vehicles,

s) whereby the impact of vehicles on the environment will be decreased.

5. A method as defined by claim 1 for
5 helping automotive e-commerce businesses
(including e-commerce product information services
and e-commerce buying services) increase the
number of visitors to their web sites,
t) said e-commerce company
10 establishing links between its web site and the
web sites of the automotive e-commerce businesses
to permit visitors to the web sites of the
automotive e-commerce businesses to obtain
independent verification of ratings and awards,
15 u) whereby the automotive e-commerce
businesses will enjoy a better public image for
providing environmental performance data and
whereby consumer-usable environmental information
will favorably differentiate the automotive e-
20 commerce businesses and provide increased revenue
for them.

6. A method of developing and communicating
information regarding an industry that provides a

market-based system for sustaining the environment
by using the Internet, said method comprising the
steps of:

- a) selecting an industry from a group
5 of industries having needs for improved
environmental communications and marketing for its
products,
- b) identifying a class of products
manufactured by the selected industry from which
10 consumers may choose a product for purchase and for
which consumers may desire to have environmental
performance information to consider as a factor in
selecting a product for purchase,
- c) establishing a new e-commerce
15 company for evaluating the individual products of
said class of products in respect to the
environmental performance of each individual
product, said company being independent of the
members of the selected industry.
- d) said e-commerce company developing
20 an objective environmental performance rating
system of the products based upon a rating
algorithm driven by quality assured data,

e) obtaining said data from government sources and private sector sources,

f) processing the data into ratings in accordance with said algorithm to identify the
5 products which are the most environmentally sensitive,

g) and presenting physical awards in recognition of the most environmentally sensitive products to the manufacturers of those products,

10 h) establishing web site to communicate the rating system and the top environmental performers to consumers and other stakeholders,

i) said e-commerce company
15 facilitating the promotion of the results of said environmental performance evaluation in accordance with said ratings by companies winning the awards and e-commerce product information/buying services to communicate to consumers and other stake-
20 holders, via the Internet and other media identification of the products which are the most environmentally sensitive.

j) whereby consumers, having an unfulfilled need to sustain the environment, are

enabled to select and buy an award winning vehicle
that is among the top environmentally sensitive
products of the available products and companies
offering such products achieve increased sales and
5 are encouraged thereby to develop and sell new
products that are more environmentally sensitive,

k) and whereby the environment is
improved because more environmentally sensitive
products are purchased and developed instead of
10 less environmentally sensitive products, thereby
establishing a market-driven, as opposed to
government regulated, approach to improving the
environment.

ABSTRACT

A method for developing ratings of the
5 environmental sensitivity of vehicles and vehicle
manufacturers and for communicating such ratings
to consumers, manufacturers and other interested
parties. The method utilizes the Internet for
acquiring data and disseminating information and
10 identifies vehicles available on the market to
consumers with an environmental performance rating
based upon a rating algorithm. Trophies are
awarded in recognition of the top rated vehicles
and manufacturers in regard to environmental
15 sensitivity. The rating system and the
identification of the award winners is
communicated to consumers and to stake-holders
such as the manufacturers, special interest groups
and governmental agencies.